

Changing our dress



Now—a bright, modern,
new package for
gentle Philip Morris

FOREVER improving, Philip Morris has brought your customers gentler tobaccos, advanced quality controls, the Snap-Open pack.

Now comes a bright new red, white and gold package—with far greater display value on shelves and counters and in vending machines, to make more sales of today's gentle Philip Morris for you.

From now on Philip Morris will be shipped only in this new package.

It is important to you, however, NOT to put this new package on display until all your brown stock has been sold.

For your own protection, move your brown stock first.

Philip Morris Inc.

Philip Morris

... gentle for modern taste



Ad No. 284
Trade (7 x 10)



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